Great Automobile Show Open in New York City Next Saturday, With Vast List of Exhibits

and Now We're All Ready For the Big Automobile Shows

Afternoon

The following suggestions are made the passwhere disc in materiate by C. II. Larson, precised that a processing and the passwhere disc in the precise of the passwhere disc in the pa

Passenger Car and Motor
Truck Exhibits Open
This Saturday

Afternoon

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The "Greatest (Automobile) Show Earth" will open Saturday afteron. The passenger car division of Twentieth Annual National Automobile Show will be spread out on four floors of Grand Central Palace, floors of Grand Still Common of the Motor and Accessory Manufacturers' Association in the Grand Ballroom of the Hotel Common dore at 7:30, and carnival night of the Society of Automotive Engineers at 9 o'clock at the Hotel Astor. The Society of Automotive Engineers will have a luncheon on January 8 at 1 o'clock and its annual banquet at the Hotel Astor that night at 7 o'clock. Those organizations will also hold numerous business and technical sessions in Automobile Show Week.

Prive With Hall January 1 will be a busy day, with a luncheon and meeting of the National Automobile Show Managers' Association at 12:30, a luncheon of the professional activation at 12:30, a luncheon of the Professional at 12:30, a luncheon of the Professional at 12:30, a luncheon of the Professional activation at 12:30, a luncheon of the Professional activation at 12:30, a luncheon of the Professional at 12:30, a luncheon of the Professional at 12:30, a luncheon of the Hotel Common of the Professional activation at 12:30, a luncheon of the Mot

two shows which Drive With Holiday

Spirit, Larson Advises following suggestions are made the passenger distribution of the Oldsmobile Company, with a Branch To Be Appropriately Is a Query Asked

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LAFAYETTE

Trucks and Trucking To Be Fully Discussed

To Be Fully Discussed

There will be daily conferences in connection with the coming motor truck show at the 8th Coast Artillery Armory. The chief subjects to be covered by the speakers during afternoon sessions are: Monday, "Merchandizing the Truck"; Tuesday, "Improving the Laws Regulating Trucks"; Thursday, "Manufacturers' Service to Dealers and Customers"; Friday, "Selling Motor Transportation"; Saturday, "Highways and Motor Transport." During evening sessions: Monday, "Motor Transportation of Passengers"; Tuesday, "Increasing Truck Efficiency and Cutting Trucking Costs"; Wednesday, "The Rural Motor Express"; Thursday, "Aids to Motor Truck Efficiency"; Friday, "Motor Truck and Railroad Freighting."

The highway transport conference is under the direction of John R. Eustis. All sessions will be illustrated by stereopticon and motion pictures. Motion picture shows will be held at each session.

Packard Will Stage

"Bon't park in the side streets off Fifth Avenue longer than you have to. "Don't make it hecessary for the traffic bluecout to reprimand you for carelessness, because you'll be holding up a score of drivers besides yourself. "Above all, keep your temper, he reasonable, and be charitable to the 'other fellow'. Lef the holiday spirit start at your wheel."

Winther Makes Smith

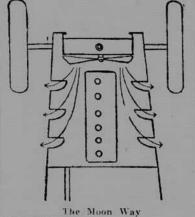
Vice-President of Company and the remaining 135 Columbia Six automobiles are and other officials of the factory and the remaining 135 Columbia Six automobiles are and other officials of the factory where and a member of the board. Mr. Smith came to the company to reorganize the sales, advertising and service departments, and has, with the aid of his assistants, doubled the shipments for the month of November, and the company of New York. Mr. Riess also found that the factory was making also fo



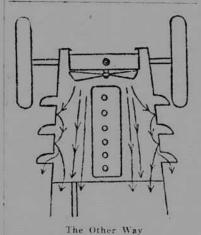
New Car in Veteran's Hands

Foster R. Rozar, a veteran of the automobile trade, is here shown at the wheel of a Commonwealth touring car, which marque is handled here by the United Motors Distributing Corporation at 240 West Fifty-ninth Street. Rozar is associated in that company with Henry Weiss.

Export Exhibition Why Are Louvres? Seventeen Tire Stores



and floor boards. So they, and other manufacturers, decided to ater ther manufacturers, decided to out openings in the side of the hood to help the fan keep the engine cool and rid the hood of its excess heat and odors. At first these openings were out in the side panels of the hood by die-stamping machine which turned them outwards. Even to-day on many



surface facing inward his will both cool the ficiently and prevent

a pan of milk you insert

forward, giving superior ventila-as well as offering to the eyes

"This is but one of those common sense details found on our new Moen models, but it well demonstrates the degree of thought and study which Moon designers and engineers give to every detail of construction."

Alfred J. Higgins, of 2406 Grand Concourse, has incorporated under the name of Alfred J. Higgins Automobile Company for \$100,000, and has leased a five-story building at 614 and 618 West 131st Street, total rental \$500,000, to be used as a service station. In this service station he says he will be able to build anything from a cotter pin to a complete automobile. Negotiations are now being made for a large salesgeous along Automobile Row.

World's Record

Essex Sets New

An Essex stock chassis under American Automobile Association observation set a new world's mark for ong distance endurance on the Cincinnati Speedway on December 12. It was the first time a car had ever been driven under official observation at op speed for fifty hours.

Put on the speedway to prove its reiability in a fifty-hour test, the Essex at the end of twenty-seven hours and made three days later, but snow again

Enright to Preside at

Safety First Meeting ALBANY, Dec. 27 .- Police Commis Endurance Mark side and the speakers will include Francis M. Hugo, Secretary of State; Dr. W. L. Ettinger, Superintendent of In Fifty Hours of Running City Schools, New York, and Dr. More Than 5,800 Miles, at a Mile a Minute Clip, Was Accomplished

Clip, Was Accomplished

An Essex stock chassis under

City Schools, New York, and Dr. Francis Holley, of Washington, at the Safety First meeting at the Capitol Theater on the morning of January 10.

Acceptances from many persons prominently identified with the various phases of child welfare work serve to indicate that the committee which is cooperating in the great movement will be most representative.

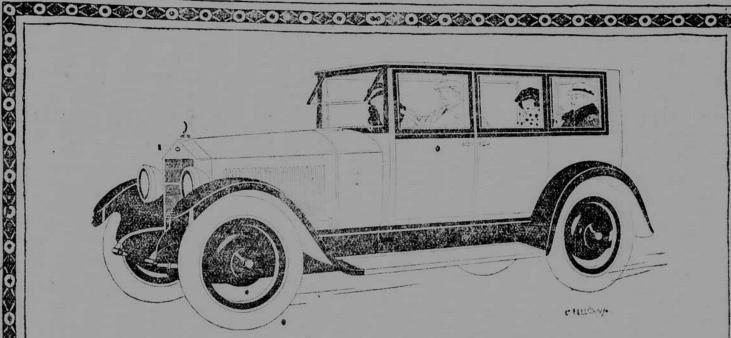
> When you want a genuine, new TIM-KEN, HYATT or NEW DEPAR-TURE BEARING come direct to this Branch where a complete stock of each make of bearing is always maintained.

> > New York Branch, 239 W. 56th St. Phone Circle 1600.

BEARINGS SERVICE COMPANY

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BEAUTY AND ELEGANCE

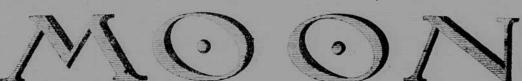
A greater excellence in a greater car—that tells the story of this sumptuous new Sedan. Rare beauty and a fine coachmanship have been created to consummate a successful record of fifteen years in the building of Moon motor cars.

The clean, lustrous lines of the body are enhanced by the beauty of the interior fittings. Laidlaw and the Mount Vernon Silversmiths have combined to give to this interior work a harmony of design and a softness of tone exquisite in its appeal.

Appropriate companions of this beauty and elegance are the sound mechanical features of the car. Moon engineers have brought together in this latest triumph only standard units of proved reliability. No two or three features dominate at the sacrifice of others. In every detail the same thoroughbred quality is evident that has given the name of Moon pre-eminence in motor car reliability. Continental. Delco, Timken, Rayfield, Brown-Lipe, Spicer, Exide-these are only a few of the exceptional features that give this car such a tremendous appeal among those who appreciate and recognize

In addition to this five-passenger Sedan there is the larger Seven-passen! ger Model, the Sport Roadster and the Touring Car Models. If you haven't yet come to know this remarkable car we suggest a personal inspection at one of our salesrooms.

PRICE, \$2,885, F. O. B. FACTORY, ST. LOUIS, U. S. A.



MOON MOTOR CAR COMPANY OF NEW YORK

·WILLIAM J. COGHLAN, President 1875 Broadway at 62nd St.

Distributors for Northern New Jersey, STANDARD AUTO SALES CO. 385 Halsey St., Newark.

Phone Columbus 7718-7719

Distributors for Long Island, WOODS GARAGE AND SALES CO., Bedford Ave. and Fulton St., Brooklyn.



motor car will be placed

on view in the main lobby

of the Hotel Commodore

LAFAYETTE MOTORS COMPANY

at Mars Hill, Indianapolis

The first showing of the LAFAYETTE will be made during the Automobile Show when this much-discussed

Service Station for

Higgins on 131st Street